

Heath Weaver

heath.weaver@remote-executive.com

Dynamic professional with over 10 years of experience in project management and team leadership, adept at driving operational efficiency and fostering innovation. Proven track record in delivering complex projects on time and within budget, aligning with the target role's requirements for strategic planning and execution excellence.

Career

Managing Director at Essence of Email

2019-Jun – 2024-Apr | US/Remote

- Managed high-ticket phone sales teams, closing 35% of deals across 200 opportunities, directly contributing to a record revenue year.
- Designed high-converting funnels and marketing campaigns, overhauling customer segmentation and email strategies to boost client revenue by 34%.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually while enhancing customer satisfaction.
- Conducted regular coaching sessions and performance reviews, fostering team development and improving client satisfaction by 10%.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote

- Managed high-ticket phone sales teams by developing a four-week Sales boot camp, enhancing sales capabilities and contributing to a 25% improvement in team performance.
- Designed high-converting funnels and marketing campaigns for 15 SaaS products, streamlining product launches and sales strategies through effective marketing processes.

Managing Partner & Co-Founder at The Specialists Agency & Retorica

2013-Jul – 2017-Jul | Remote

- Developed and implemented multichannel e-business strategies for clients like Motorola and Virgin Wines, enhancing client engagement and sales performance.
- Designed high-converting marketing campaigns and funnels, leveraging CRM platforms and marketing tools, which significantly improved digital presence and sales for startups and small businesses.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

- Directed sales strategies, leveraging CRM platforms to enhance client engagement, resulting in a 75% revenue increase.
- Designed and implemented high-converting marketing campaigns, integrating LinkedIn B2B automation, which significantly grew leads for small businesses.

Head of Search Engine Marketing, Europe at Sony Electronics

2007-Jun – 2010-Feb | Brussels

- Managed high-ticket sales strategies by aligning European search activities, resulting in a 103% lift in search traffic and a 300% increase in direct sales over three years.

- Designed high-converting marketing campaigns through a testing framework in SEM, achieving top 5 listings for high-volume keywords and reducing ad costs by 5% while increasing sales.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

- Led worldwide profitability analysis initiatives, enhancing data-driven decision-making and contributing to a 5% operational profit turnaround.
- Streamlined financial processes through automation, reducing monthly workload by 4 days and improving operational efficiency, showcasing a strong data-driven mindset.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

- Supported Senior Management including annual budgets, monthly and daily in-store sales forecasts, and monthly, weekly, daily performance reviews. Automated reporting. Managed Investor Relations (NASDAQ: CHIC).

Education

Dixie State University - in Business Administration with Marketing Emphasis

1997-Aug – 1999-Apr |

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:

Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:

AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • Data Analysis • SQL • Business Intelligence • Python • TypeScript • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • System Architecture • API Development • Full Stack Development

Languages:

English (Native) • French (Basic) • Italian (Learning)

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